ORDER

Orders Order / Rev: 108265 06867817 Alt Order #: HELLER FOR SEN ADD Product Desc: Estimate: Flight Dates: 10/31/12 - 11/06/12 Primary AE: Amy McCreary Original Date / Rev: 10/25/12 / 10/25/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Strategic Media Services, Inc. Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 3299 K St. NW EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Heller, Dean for U.S. Senate A35+ New Business Thru: Demographic: **Product Codes:** PLC01 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	10	\$12,925.00	\$10,986.25

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	10	\$12,925.00	\$10,986.25	0.00
Totals	10	\$12,925.00	\$10,986.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	21%	\$12,925.00
Market	100%	\$61 547 62

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$17,233.33
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$15,386.90
KTUD	1%	\$615.48
KVVU	20%	\$12,309.52
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,077.38

Ln Ch Start End	Inventory Code Bre	ak Start/End Tim	e Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
E 1 KSNV 10/31/12 11/02/12	•	11am-12pm	WTF	:30 3	\$325.001	0.00 NM 3	\$975.00
RR	Rachael Ray						
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/We	<u>ek Rate F</u> 3 \$325.00	Rating 0.00				

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Order / Rev: 108265 Advertiser: Heller, Dean for U.S. Senate

Alt Order #: 06867817 Product Desc: HELLER FOR SEN ADD KSNV

Flight Dates: 10/31/12 - 11/06/12 Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type S	Spots	Amount
E 1 KSNV 10/31/12 11/02/12 Rachael Ray CM 11am-12pm WTF :30 3 \$325.00 1 0.00 NM Rachael Ray	3	\$975.00
RR Start Date End Date Weekdays Spots/Week Rate Rating		
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 WTF 3 \$325.00 0.00		
E 2 KSNV 11/05/12 11/06/12 Rachael Ray CM 11am-12pm MT :30 2 \$325.00 1 0.00 NM Rachael Ray	2	\$650.00
RR		
Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 MT 2 \$325.00 0.00		
E 3 KSNV 10/31/12 11/02/12 The Doctors CM 2pm-3pm WTF :30 3 \$325.001 0.00 NM	3	\$975.00
The Doctors		
DRS Start Data Ford Data Washdaya Spata Wash Data Bating		
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/29/12 11/04/12 WTF 3 \$325.00 0.00		
E 4 KSNV 11/05/12 11/05/12 The Doctors CM 2pm-3pm M :30 1 \$325.001 0.00 NM	1	\$325.00
The Doctors	•	Ψ020.00
DRS		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 11/05/12 11/11/12 M 1 \$325.00 0.00		
E 5 KSNV 11/04/12 11/04/12 NFL Football CM 1P-9PMS :30 1\$10,000.001 0.00 NM	1	\$10,000.00
NFL Football SNF		
Start Date		
Week: 10/29/12 11/04/12S 1\$10,000.00 0.00		

Totals 10 \$12,925.00